Company name



FairWild Management Plan:

Guidance and template

Version – Jan 2024

A Management Plan sets out the measures that a company is putting in place to make sure that it operates in a sustainable and responsible manner. A Management Plan is a valuable tool for companies to consider the key ecological, social, financial, legal and institutional issues they need to address and how they can best address them. And companies can use their Management Plans to demonstrate to clients and prospects that they have robust and ethical business practices and that they respect people and nature.

A Management Plan is also an important element for certification. A company applying for FairWild certification is required to develop a Management Plan. The plan needs to provide a comprehensive overview of the company’s approach to sustainable management of the resources it is harvesting from the wild, and its efforts to promote social equity and responsible business practices.

Companies submit the Management Plan for review before the FairWild certification audit, so the relevant Certification Body can verify the availability and content of the company’s policies and procedures and ensure that they are ready for the audit. The Management Plan then needs to be updated every year.

The required contents of the Management Plan are shown in the framework on the following pages. Companies can use this as a template to fill in or they can provide the same information in other formats.

Much of the contents of the plan can be taken from other documentation that the company may have developed already (and will be required to develop for FairWild certification). This includes for example an impact monitoring plan, a business plan, and written collection rules.

FairWild is committed to supporting companies on their sustainability journey. Any companies that have questions about the Management Plan or difficulties in providing the necessary information are encouraged to contact the FairWild Foundation for assistance. The contact details are:

Email: business@fairwild.org

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**Please note**: Sections 2 and 3 of the template need to be completed for each of the species collected. Companies can make extra copies of these pages to fill in the information relevant to each species.

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| **1. Operator information** |
| Company name |  |
| Address |  |
| Website |  |
| Social media |  |
| FairWild contact* Name and job title
* Email and phone number
 |  |
| Legal status*[e.g., private company, partnership, cooperative]* |  |
| Aim and objectives |  |
| Company history*(approx. 50 words)* |  |
| Main activities*(approx. 50 words)* |  |
| Current customers*[List all buyers]* |  |
| Business plan summary: * Business risk management
* Sustainable financial plan
* Growth plans

*[A few paragraphs on: (1) the key risks (financial, economic, political, etc.) to your business; (2) strategies in place to minimise or manage these risks; (3) the financial plan for your business (including assets and liabilities; and revenue, expenses and cash flow projections); and (4) any growth plans for your business (e.g., expanded collection or processing capacity, new target markets).]*See [Explanatory Note 1](#_Business_plan) on p10*.* |  |
| Short company description for FairWild communications*[A few sentences on when established, scale of business, where operate, which species]* |   |

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| **2. Species information** Please detail all wild species for which you are applying for FairWild certification.*This Section needs to be completed separately for each species. Please make extra copies of this page as needed.* |
| **Species** |  |
| **Species identification** |
| Scientific name |  |
| Common name(s) |  |
| Evidence for correct species identification*[Specify the reference that was used to identify the species]* |  |
| Plant part(s) collected |  |
| **Conservation status assessment** Please insert the following results from the *FairWild Species Risk Classification (SRC)* that was carried out |
| SRC category – Low, Medium, or High |  |  |
| SRC score – a number between 9 and 27 |  |  |
| Key findings – relevant to sustainable management |  |  |
| **Biological information***[One or two sentences on each of the following]* |
| Short description of the species |  |  |
| Mode of reproduction [*via self-pollination, cross-pollination, seeds, spores, fragmentation, etc.]*  |  |  |
| Replacement rate*[length of time needed for plant to grow back after collection]* |  |  |
| Role in local ecosystem*[e.g., as source of food or habitat for local wildlife]* |  |  |
| **Context information***[One or two sentences on each of the following]* |
| Short description of the collection methods used |  |  |
| Short description of quality and market requirements*[e.g., minimum concentrations of active ingredients or maximum concentrations of undesirable ingredients for species used in medicinal or food products]* |  |  |
| Importance of the species for the company*[e.g., in terms of % of total company revenue]* |  |  |
| Importance of the species for any local communities*[e.g., as income or food source]* |  |  |
| ***Auditor evaluation*** |  |  |

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| **3. Collection area information**Please detail the collection areas from the species proposed for FairWild certification.*This Section needs to be completed separately for each species. Please make extra copies of this page as needed* |
| **Collection area** |  | **2** |
| Name/identification code of area |  |
| Location of the area |  |
| Size of the area (hectares) |  |
| Description of the area |  |
| Ownership of the area |  |
| Access/tenure rights for the area*[who owns the land and who has rights to use the land and harvest from it]* |  |
| Are any parts of the area unsuitable for collection?*[e.g., areas that are being used for commercial agriculture, areas affected by pollution from cattle dips, factories, waste dumps or mines, areas adjacent to major tarred roads]* |  |
| Are any parts of the area protected or sensitive?*[including officially designated protected areas and any areas that can be considered environmentally sensitive, whether or not they have been officially classed as Environmentally Sensitive Areas (ESAs)]* |  |
| Do other species which are sensitive to disturbance occur in the area?*[i.e., other plant species in the collection area that may be disturbed by collection of the target species]* |  |
| What habitat management practices (if any) apply in the area?*[e.g., habitat management by other companies, by conservation organisations or by government agencies*] |  |
| ***Auditor evaluation*** |  |

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| **4. Planning sustainable collection***[One or two short paragraphs on each of the following]*See [Explanatory Note 2](#_Planning_sustainable_collection) on page 10.  |
| Short summary of the findings of the resource inventory for each species being certified:* Health status
* Size
* Density - number of plants of target species per unit area
* Abundance - total number of plants of target species in a specified area
 |  |
| Short summary of yield and regeneration information from the study/studies that have been carried out.*[Specify the sustainable yield of target species, e.g., as kg/ha or as % of the population of the species in the collection area]*See [Explanatory Note 3](#_Yield_and_regeneration) on p11. |  |
| Short summary of the risks of negative impacts of harvesting on the local ecosystem and how these risks will be mitigated.See [Explanatory Note 4](#_Assessing_the_risks) on p11. |  |
| Short summary of the harvest impact monitoring plan:* What does the monitoring look at (what indicators are used)?
* How often is the monitoring done?
* When last was the monitoring done?
* If monitoring has shown a negative impact, how has the collection method/protocol been adapted to reduce that impact?

 See [Explanatory Note 5](#_Harvest_impact_monitoring) on p11. |  |
| Short summary of any other management plans identified as relevant to the harvested species and sites (e.g., protected areas) and how key aspects are integrated to this sustainable collection plan.*[e.g., management plans of other companies, of conservation organisations or of government agencies]* |  |
| ***Auditor evaluation*** |  |

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| **5. Implementing sustainable collection and post-harvest practices***[One or two sentences on each of the following]* |
| How many collectors are registered to collect the species that will be certified? |  |
| Short summary of the collector registration and training process |  |
| Short summary of the collection rules for each speciesSee [Explanatory Note 6](#_Written_collection_rules) on p11. |  |
| Short summary of the procedures for product storage, processing and handling*[e.g., to prevent spoilage or contamination]* |  |
| Short summary of how you monitor implementation of these policies and procedures*[e.g., through regular field visits by the area manager, conversations with collectors]* |  |
| ***Auditor evaluation*** |  |

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| **6. Rights of collectors and workers***[A few sentences on each of the following]*See [Explanatory Note 7](#_Rights_of_collectors) on p12. |
| Short summary of how worker and collector rights are assured through company policies and procedures |  |
| Short summary of the policy on protection of children |  |
| Short summary of the procedures to ensure health and safety of collectors and workers |  |
| Short summary of the policy on price setting and payments for collectors |  |
| Short summary of how the implementation of these policies and procedures is monitored*[e.g., through checking accident reports, payment records]* |  |
| ***Auditor evaluation*** |  |

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| **7. Traditional use and access** |
| Short summary of any cultural or religious significance of each target species in the collection area; and, if none, please detail how this was determined*[e.g., plants used in traditional events or religious ceremonies]* |  |
| Short summary of any local community customary rights to harvest target species and impact of planned collection activities on these*[e.g., customary rights to use and/or sell the plants]* |  |
| Short summary of how identified impacts are reduced, and the grievance procedure*[e.g., how complaints can be raised and how they are addressed]*See [Explanatory Note 8](#_Grievance_procedure) on p12. |  |
| ***Auditor evaluation*** |  |

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| **8. FairWild premium fund** |
| Short summary of how the premium fund policy meets the FairWild requirementsSee [Explanatory Note 9](#_FairWild_Premium) on p13. |  |
| If certified for a year or more, a short summary of how the premium fund has been used over the past year |  |
| ***Auditor evaluation*** |  |

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| **9. Legal compliance** |
| Short summary of any relevant local or national permitting processes*[e.g., permits required for collection, processing, transport, or export]* |  |
| Short summary of other relevant legal requirements for wild collection*[e.g., bioprospecting licence, licence or permission to access indigenous plants/plant products]* |  |
| Short summary of how compliance with these requirements is maintained and monitored |  |
| Short summary of any relevant national or international laws relating to access and benefit sharing*[e.g.,* [*Nagoya Protocol*](https://www.cbd.int/abs/nagoya-protocol/signatories) *if it has been ratified by the country in question, and any* *national legislation/requirements regarding access and benefit sharing]* |  |
| Short summary of any access and benefit sharing agreements in place*[i.e., any access and benefit-sharing (ABS) agreements with local communities and / or indigenous peoples]* |  |
| ***Auditor evaluation*** |  |

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| **10. Responsible business practices** |
| Short summary of the purchase system from collectors*[e.g., how collectors are informed when a purchase event will occur, how the purchases are made (electronic or cash?) and documented (purchase receipt/invoice?), how long after the purchase is payment made]* |  |
| Short summary of the product traceability system*[e.g., consolidated harvest and purchase records; batch numbering and correct labelling]* |  |
| Please summarise how contamination risk is identified and mitigated*[including contamination risks during collection, transport, pre-processing and storage by collectors, processing and handling at the main processing facility and transport of final product.]* |  |
| Please summarise how key stakeholders have been identified and engaged.See [Explanatory Note 10](#_Stakeholder_identification_and) on p13. |  |
| ***Auditor evaluation*** |  |

# **Annex 1. Explanatory notes**

# **Business plan**

A Business Plan is a kind of road map to show how the company intends to structure, operate, and grow its business. It is a way to think through the key elements of the business.

Business Plans can take different forms. They do not need to be long documents, particularly if the company is relatively young or small. The main elements to include in a Business Plan are:

* *Company description*: About the company, its objectives, its products and its management.
* *Market information*: Target markets, market trends, and main competitors.
* *Business strategy*: How the company takes advantage of opportunities and manages risks.
* *Financial plan*: Evidence that the company is financially viable and can achieve any plans for growth.

The financial plan would need to detail the company’s assets and liabilities, its revenue and expenses, and provide projections for its income and cash flow.

A business risk assessment is an important part of a Business Plan. It shows that the company has thought about the kinds of risks that could affect its business and how it seeks to reduce these risks. Risks could include for example:

* *financial risks* (e.g., the risk that a cash flow squeeze could leave the company unable to cover its costs).
* *economic risks* (e.g., the risk that increased competition could sharply reduce the market price for a product).
* *political risks* (e.g., the risk of political unrest or of more stringent regulations in the operating country).
* *environmental risks* (e.g., the risk that prolonged droughts will wipe out the target species from the area).

A common way to structure a risk assessment is to specify, for each type of risk:

* The *exact nature* of the risk
* The *likelihood* that the risk will happen
* The *severity* of the consequences if the risk does happen
* The measures the company takes to *avoid* the risk from happening or to *mitigate* the consequences.

# **Planning sustainable collection**

Information for this section of the Management Plan can come from different sources, depending on the studies that the company has conducted or commissioned. Some companies may have done detailed Resource Assessments (particularly if the species has been classified as high risk or if the collection area includes highly sensitive species or habitats). Other companies may have done simpler kinds of assessments of the resource being collected. All companies will be expected to make an inventory of the status of the target species in the collection area(s) and to undertake regular monitoring of the impacts of harvesting on the target species and on the wider ecosystem.

# **Yield and regeneration studies**

In order to plan for sustainable collection, companies need to know the level of harvesting that the target species can withstand. Companies are expected to undertake yield and regeneration studies to identify sustainable harvesting levels so they can maintain healthy populations of the species in the collection area(s). These studies can be relatively simple and can be based on a review of scientific literature on the species’ biology and regeneration capacity. In most cases some fieldwork will also be required to check the conditions seen in the collection area(s).

The yield and regeneration studies inform companies about how much of the desired plant part(s) the target species produces under normal conditions, the time required for harvested parts to regenerate or for seedlings to replace the harvested plants, and how productivity and regeneration may vary across a collection area.

# **Assessing the risks of negative impacts of harvesting**

Companies need to know what impacts the harvesting may have on the target species, on other species in the collection area(s), and on the wider ecosystem. This is essential for companies to be able to plan how they can prevent, avoid or mitigate these impacts.

The risks of negative impacts on the local ecosystem could include for example disturbance of bird nesting sites or removal of plants that are important sources of food for local pollinators.

In most cases, harvest impacts only become apparent after several years of collection. Companies are expected to be aware of the potential impacts and to be looking out for signs of negative impacts as part of their regular monitoring. Companies need to be able to show that they are reacting to any risks of negative impact, by for example changing the instructions given to collectors.

# **Harvest impact monitoring plan**

Monitoring of harvest impacts enables companies to determine whether current harvest levels and controls are allowing the target species to regenerate and remain productive. The monitoring requires the identification of a number of observation points in each collection area, and then observations need to be made at these points every year prior to harvest.

Companies need to document the findings of the monitoring. This could cover for example:

* How often is each sampling or observation point being visited?
* What changes have been observed?
* Are there any changes which seem to have negative impacts on the target plant or the collection area, or any other plant or animal species within the collection area?
* What causes the changes observed?
* What should to be done to make sure that the negative trend does not continue?

# **Written collection rules**

Companies need to give clear rules to collectors to make sure they know what, where and when to collect, and how much to collect each year. These rules should be written down and collectors should be regularly trained in what they mean in practice.

The rules could include the following elements:

* Definition of the collection area(s)
* Identification of any no-go areas, to be excluded from collection (e.g., environmentally sensitive areas or contaminated areas)
* Information about the target species (how to identify it correctly, how to collect it, how much to collect, and how frequently to collect).
* Instructions for collection (how to use the tools, how to transport, store and pre-process the plant material, how to behave respectfully)

# **Rights of collectors and workers**

Companies need to be able to show that they respect the human rights of collectors and workers. They can do this by putting measures in place to ensure:

* Non-discriminatory hiring and treatment of collectors and workers
* No forced labour or sign of practices which represent modern slavery
* Fair and equal treatment of women and vulnerable groups
* No harassment or other abusive practices of workers or collectors
* Protection of children and young workers

Companies can provide evidence of these measures, through for example:

* *Policies* such as a human resources policy, an employment code of conduct, or a policy regarding the hiring of collectors;
* *Procedures* such as health and safety protocols or systems for determining payments to collectors; and
* *Written evidence* such as documented negotiations with collectors when setting prices, documented meetings with collectors about their needs and challenges regarding their collection activity, and documented training of workers and collectors.

The policy on *protection of children* would need to specify for example that children will not be employed as workers or contracted as collectors; and that any children helping their family members to collect will only have restricted duties, will be adequately supervised, and will have access to education.

*Health and safety procedures* would need to include for example the provision of appropriate safety equipment and measures, the provision of drinking water, and adequate toilet facilities for workers.

The policy on *price setting and payments for collectors* would need to commit the company to contracts, price setting and payment procedures that are fair and transparent, prices that are fair and at least equivalent to the minimum wage for the local context, and payments that are made in a timely fashion in legal tender to the collectors.

# **Grievance procedure**

Companies need to be able to hear about any potential or actual negative impacts of their activities on the local communities, so they can avoid or minimise these. A grievance procedure is a mechanism for local people to raise complaints about these impacts and to have their complaints addressed.

A grievance mechanism first requires a channel of communication. This can be as simple as a complaints box placed in a prominent position at the company office, or a telephone number or email that can be used to contact the person in the company who is responsible for handling complaints. Then there needs to be a set procedure for assessing complaints and deciding on how to respond. For example, companies may want to specify the level of compensation that would be appropriate for a given impact.

# **FairWild Premium**

FairWild certified companies are required to make a Premium fund contribution – an additional payment made as an investment to improve the social and environmental context for wild collection. The recommended level of the contribution is either 10% of collectors’ individual selling price, or 5% of the final sales price.

The Premium fund recognises efforts made by the collectors and other stakeholders in the supply chain to strive for sustainable wild collection, production, and sales of FairWild certified products. Upon receipt of Premium payments, the funds must be promptly administered in a transparent manner, ensuring accountability and responsible use.

A company’s *premium fund policy* should specify:

* How the premium fund is to be managed by an accountable body, such as a collectors' organisation, collectors' representative committee, or a FairWild premium board composed of diverse stakeholders;
* How decisions about the use of fund are to be made in consultation with collectors, considering the interests and needs of all involved parties;
* How the premium fund arrangements are tailored to meet the socio-economic situation and needs of the collector community;
* How the premium fund arrangements demonstrably reflect FairWild’s mission to improve the social and environmental context of the operation; and
* How the company ensures accountable, fair, and transparent management of the premium fund.

# **Stakeholder identification and engagement**

Companies need to know what stakeholder groups could impact, be impacted by, or be interested in their business in order to plan for how to communicate with these groups in a responsible manner.

Relevant stakeholder groups can include for example collectors, workers, local communities, government authorities, the company’s clients and potential clients, competitors, other companies operating in the same collection areas, and collectors of other species in the same areas.

A company might want to demonstrate that it has considered these issues by drawing up a stakeholder analysis table as shown below.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Stakeholder group | Potential impact on the company | Potential impacts by the company | Potential interest in the company | Communication channels and messages |
|  |  |  |  |  |
|  |  |  |  |  |
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| **Annex 2. Supporting documentation** | ******** | ***Auditor evaluation*** |
| **1. Operator information** |
| 1.1 List of key staff and their responsibilities |  |  |
| 1.2 Current certificates for any other certifications the company holds |  |  |
| 1.3 Business plan |  |  |
| **2. Species information** |  |
| 2.1 Documentation on the harvested species ([Red List](https://www.iucnredlist.org/), ‘[species+](https://speciesplus.net/)’, and species use databases, etc.) |  |  |
| **3. Collection area information** |
| * 1. Map(s) of the collection area(s)
		+ Resource/growing locations
		+ Sites of potential contamination
		+ Zones where collection is prohibited
		+ Any other relevant information
 |  |  |
| **4. Planning sustainable collection** |
| 4.1 Species-area management plan for harvested species and sites, where available as a separate document |  |  |
| 4.2 Resource inventories |  |  |
| 4.3 Yield and regeneration information for each harvested species |  |  |
| 4.4 Landscape impact risk assessment |  |  |
| 4.5 Monitoring plan |  |  |
| **5. Implementing sustainable collection and post-harvest practices** |
| 5.1 Collection rules |  |  |
| 5.2 List of registered collectors |  |  |
| 5.3 Collector registration and training policy |  |  |
| 5.4 Storage, processing and handling procedures (including by collectors) |  |  |
| 5.5 Internal product quality standard (minimum product quality and hygiene requirements) |  |  |
| **6. Rights for collectors and workers** |
| 6.1 Human resources and rights policy |  |  |
| 6.2 Protection of children policy |  |  |
| 6.3 Health and safety in the workplace policy (including collection) |  |  |

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| **Supporting documentation** | ******** | ***Auditor evaluation*** |
| 6.4 Price setting and payments for collectors |  |  |
| 6.5 A sample collector contract |  |  |
| **7. Traditional use and access** |
| 7.1 Traditional use and access policy and procedures |  |  |
| **8. FairWild premium fund** |
| 8.1 FairWild premium fund policy and procedures |  |  |
| 8.2 If certified for a least one year, the latest premium fund annual report |  |  |
| **9. Legal compliance** |
| 9.1 Collection permits and any other required permits |  |  |
| 9.2 Summary of relevant legal, regulatory and administrative requirements |  |  |
| 9.3 Procedure on monitoring and maintaining legal compliance |  |  |
| 9.4 Access and benefit sharing agreements in place (if any) |  |  |
| **10. Responsible business practices** |
| 10.1 Collector purchase procedures |  |  |
| 10.2 Traceability procedures |  |  |
| 10.3 Contamination risk analysis and mitigation procedures |  |  |
| 10.4 List of key stakeholders |  |  |